

# Mobile Outreach Services Highlights FY 16

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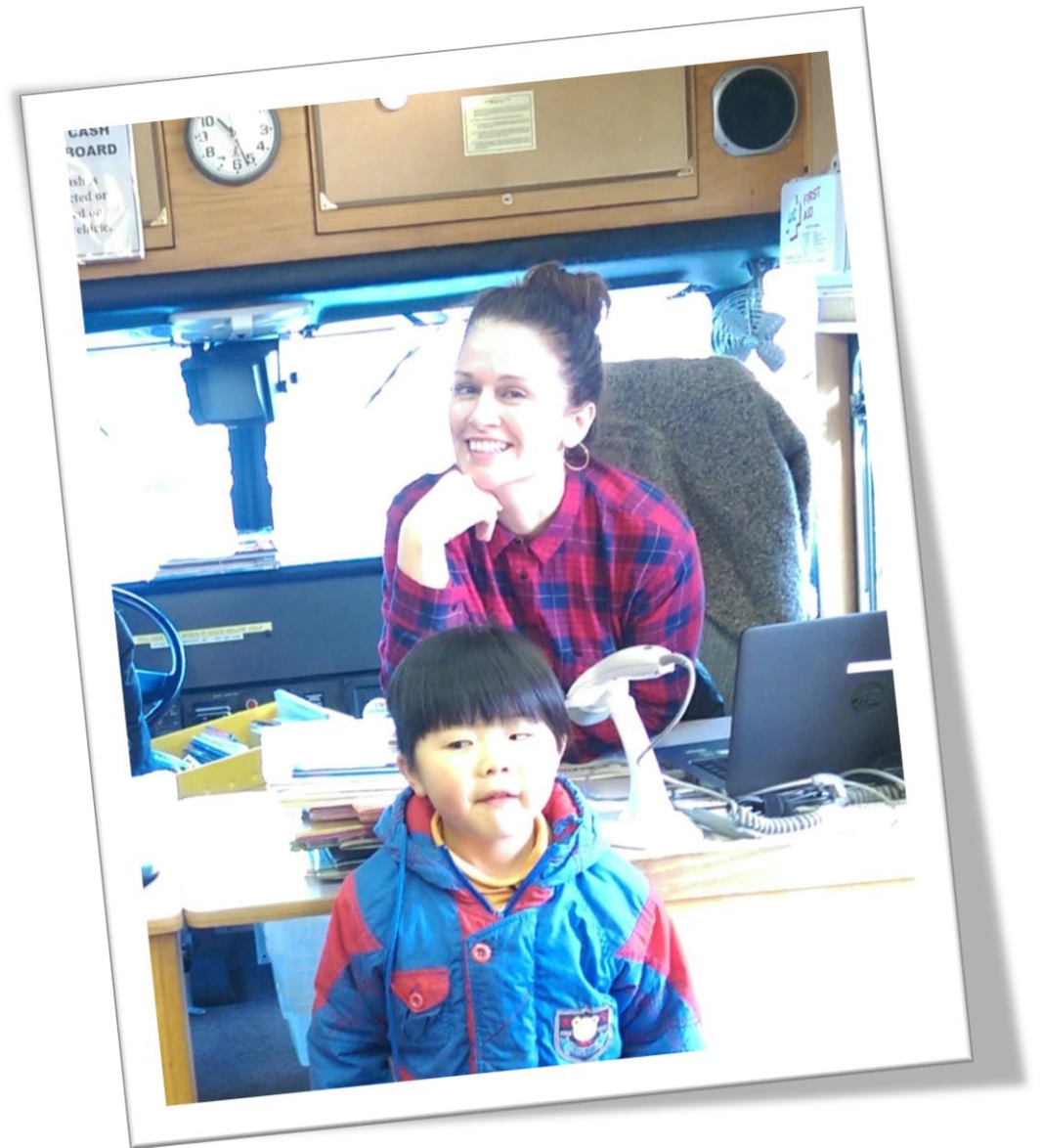
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# Mobile Outreach Services Reorganization

- Expansion/ Inclusion
- Standardized Service Model
- Collaboration

# Early Literacy Mobile

- 486 stops, 39 sites served
  - 29 full-service monthly stops
  - 10 monthly deposit stops
- 14,530 people served
- 15,090 materials circulated



# Early Literacy Mobile

- Regular storytimes at site visits
- New programs included:
  - Big Play Date
  - Musical Storytime in the Parks
  - Read Aloud Book Clubs
  - Summer lunch site visits



# Patrons and Partners Feedback

“Our teachers, children and parents all rely on the consistent presence and monthly refreshing of our “I’m a Little Book Box” delivery full of books and teacher resources! We are very grateful for this door-to-door service bringing the public library to us! Thank you so much for continued support so that we can continue to promote early literacy in our classrooms and for our families at home”

- Jane S. Program Director Compass Clara House

“The Bookmobile continues to be very popular at the San Francisco Zoo. We always hear comments from visitors about how much they love the Bookmobile and that it is an added treat when they come to the Zoo on Free Days...”

- Robin W. Vice President of Education & Community Engagement San Francisco Zoo

“The Bookmobile places books in children’s hands at a young age. The frequency of opening a book positively impacts reading and ultimately the increased frequency of reading which in turn raises children’s reading skills...Thank you to the bookmobile program and staff.”

- Jane G. Site Director Junipero Serra Annex



# Library On Wheels

- 444 sites served, 37 monthly
  - 32 full-service monthly stops
  - 5 monthly deposit stops
- 5,087 people served
- 17,845 materials circulated



# Library On Wheels

- Connecting older adults with materials and resources, providing readers' advisory and reference services
- New programs included:
  - Library eResources training
  - Pop-Up Care Village



# Patrons and Partners Feedback

“Great selection, awesome and friendly staff, and such convenience. I intend to utilize this service every visit moving forward. I am already a big fan of SFPL and now even more excited to be a SF resident and library supporter.”

- Sarah B. Library On Wheels patron

“I appreciate that they bring books, videos, and music to people have limited mobility and access.”

-Angela E. Library On Wheels patron

“This San Francisco Public Services is an asset to the senior community.”

- Victoria M. Library On Wheels patron



# TechMobile

- FY 16 was the Techmobile's first full year of service!
- 48 stops, 34 sites served
- 501 people served
- 48 classes



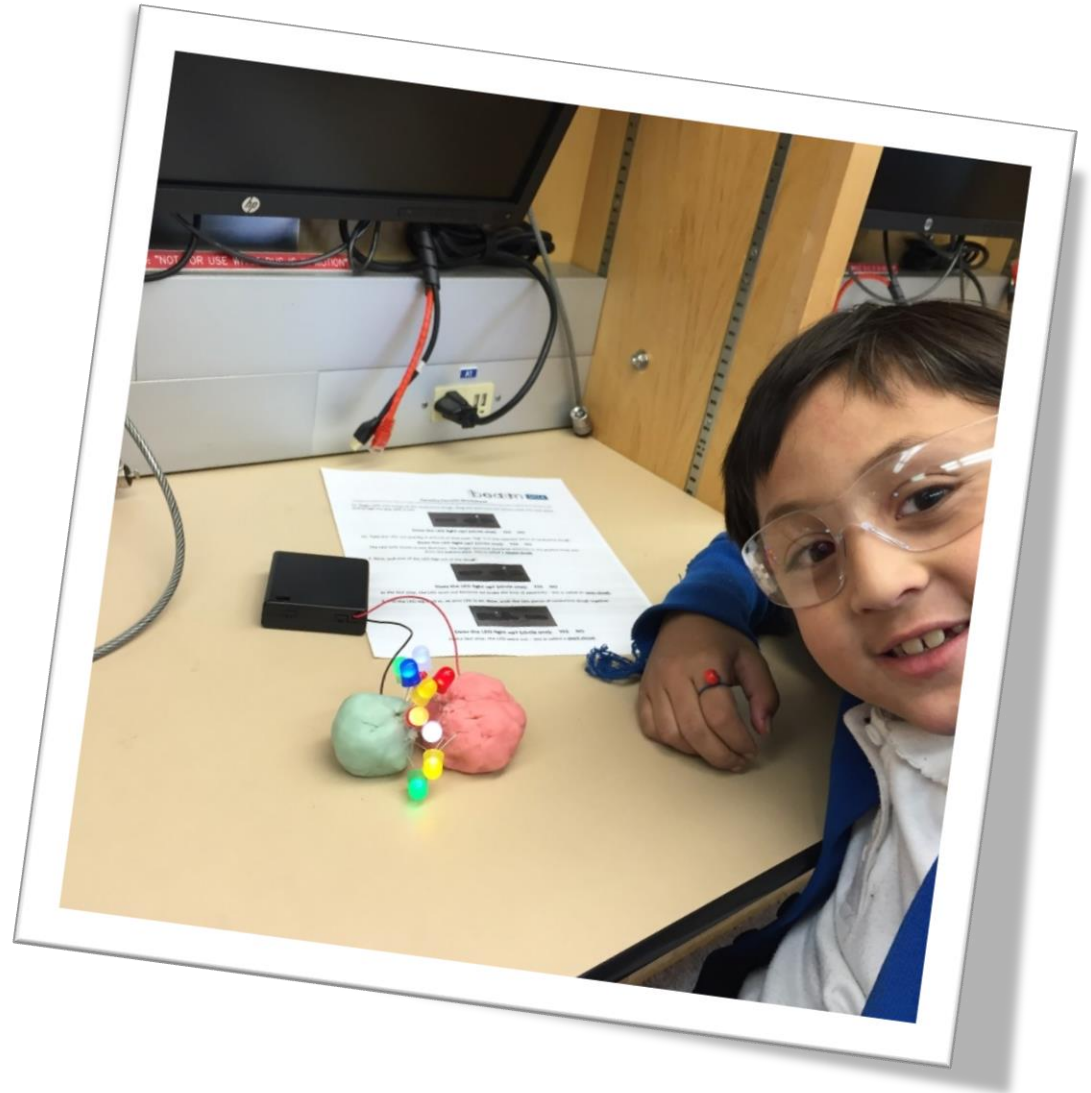
# Patrons and Partners Feedback

“ The TechMobile, has made a remarkable impact on many of our residents. These were people afraid to even touch a computer when this program first started at our site last year. Now those same residents have learned useful skills that they never would have been able to attain without this programing as a part of their lives. These residents are showing other residents what they have learned, enabling those not taking the courses to learn as well which is a fantastic accomplishment.”

- Troy W. Activities Director Mercy Housing California

# TechMobile

- High profile events
  - Bay Area Discovery Day at AT&T Park
  - Mo'Magic Summer Learning Day in Civic Center
- Bayview & Treasure Island Coding Clubs
- Democratize Computing Center Partnership with USF





# Library Service on Treasure Island

- Biweekly service
- 96 full-service monthly visits to Treasure Island
- 1,758 people served
- Key partnerships:
  - YMCA Tech programs
  - TIDA
  - TIHDI/ Ship Shape Community Center





# Special Events

- 30 major events
- 6,227 people served
- Highlights:
  - Junior Giants
  - Summer Learning Day
  - Discovery Day
  - Shared Schoolyard
  - Sunday Streets
  - Día del niño, día del libro



# Patrons and Partners Feedback

“The Treasure Island Bookmobile provides a wide selection of materials to a community that, otherwise, may not be able to reach them. Out here on the island, we can’t always get out to San Francisco very easily, so I am personally very glad we have the Bookmobile.”

- Jessie M. Treasure Island resident

# Mobile Outreach Services Overview

SERVICE LINES	MEASUREMENTS	FY '15	FY '16	CHANGES IN %
EARLY LITERACY MOBILE (ELM)				
	Stops Per Month	27	29	7%
	Deposit Stops Per Month	6	10	67%
	Total Stop Per Year	396	468	18%
	*Patron Counts Per Year	12,330	14,530	18%
	Circulation	17,263	15,090	-13%
LIBRARY ON WHEELS (LOW)				
	Average Stop Per Month	30	32	6%
	Deposit Stops Per Month	3	5	25%
	Total Stop Per Year	408	444	9%
	*Patron Counts Per Year	4,908	5,087	4%
	Circulation	20,444	17,845	-13%
TECHMOBILE				
	Average Stop Per Month	6	6	0%
	Total Stop Per Year	17	48	182%
	*Patron Counts Per Year	297	501	69%
GREENMOBILE				
	Average Stop Per Month	8	8	0%
	Total Stop Per Year	96	96	0%
	Patron Counts Per Year	1,728	1,758	2%
	Circulation	4,368	3,819	-13%
Special Events				
	Special Events Per Year	39	30	
	Patron Counts Per Year	5,369	6,227	16%

\*Including patrons served through Deposit Stops

# What's Next?

- Move to 750 Brannan
- Early Literacy Mobile Replacement



# Questions or Comments?

Thank you